

The Hong Kong Polytechnic University

Subject Code	HTM4321
Subject Title	Tourism Policy and Planning
Credit Value	3
Level	4
Pre-/Co-requisite / Exclusion	Nil
Objectives	This subject introduces the nature, characteristics, and role of policy, policy making, and planning in the tourism context. In doing so, students will examine the principles and processes of tourism planning at the policy, national, regional, & destination level allowing them to be able to analyse & evaluate various policy and planning issues (scale, impacts of tourism, community participation, & sustainability).
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Professional Competence</p> <ul style="list-style-type: none"> • Describe and explain the role and nature of tourism policy, the tourism policy making process, and how evaluate tourism policy and planning issues. • Demonstrate an understanding of the role, characteristics, and need for tourism planning; and the application of the principles of planning and design, and the tourism planning process. <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> • Demonstrate an understanding of the concept sustainable development and critically analyze its application in the tourism planning context. <p>D. Innovative Problem Solvers</p> <ul style="list-style-type: none"> • Diagnose and respond to the needs expectations of the continuously changing tourist market, and be appreciative of the aesthetic value of tourism resources and the role of conservation in tourism planning. <p>F. Ethical Leaders</p> <ul style="list-style-type: none"> • Demonstrate an understanding of the nature of tourism impacts, their implications and their management in a sustainable manner.
Subject Synopsis Indicative Syllabus	This capstone tourism course examines the nature, characteristics and role of policy, policy-making and planning in the tourism context. Tourism planning will be addressed at the macro, non-project level. Besides examining the principles and processes of planning, various policy and planning issues such as scale, the impacts of tourism and sustainable development are also addressed.

	<ul style="list-style-type: none"> a. Tourism Policy b. Tourism Policy-Making c. Tourism Planning and Policy d. Factors Affecting Tourism Planning (Scale, Carrying Capacity, Community Involvement etc.) e. Planning Principles and The Planning Process f. Planning at the Strategic Policy, National, Regional, and Destination Level g. Plan Analysis and Synthesis h. Plan Formulation and Implementation i. Plan Assessment and Evaluation j. Impacts of Tourism & Its Management k. Sustainable Tourism Development 																																														
<p>Teaching/Learning Methodology</p>	<p>I. Interactive lectures will be used with discussions in class and illustration of real cases from Hong Kong around the world to deliver basic knowledge about theories, concepts, challenges and issues.</p> <p>II. Seminars will direct students to guided readings and allow the opportunity for students to further explore and examine various topics. Current policy and planning issues will also be introduced and discussed.</p> <p>III. Case Studies will be adopted to help students learn how to identify, describe, analyse, and evaluate typical planning challenges, problems and issues in the real world situation.</p>																																														
<p>Assessment Methods in Alignment with Intended Learning Outcomes</p>	<table border="1"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>F</th> </tr> </thead> <tbody> <tr> <td>i Group Project</td> <td>60%</td> <td>√</td> <td>√</td> <td></td> <td>√</td> <td></td> <td>√</td> </tr> <tr> <td>ii.Participation & Attendance</td> <td>10%</td> <td>√</td> <td>√</td> <td></td> <td>√</td> <td></td> <td></td> </tr> <tr> <td>iii.Exam</td> <td>30%</td> <td>√</td> <td>√</td> <td></td> <td>√</td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td>100%</td> <td colspan="6"></td> </tr> </tbody> </table>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						A	B	C	D	E	F	i Group Project	60%	√	√		√		√	ii.Participation & Attendance	10%	√	√		√			iii.Exam	30%	√	√		√			Total	100%						
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	<p>The group project is designed to enable the students to prepare and present a plan.</p> <p>Participation & attendance is designed to encourage students to express and share their opinions on various topics and issues addressed in class.</p> <p>The exam is designed as a summative assessment to gauge the student's overall knowledge and understanding of the subject.</p>	
Student Study Effort Required	Class contact:	
	Mass Lecture	28 Hrs.
	Seminar	14 Hrs.
	Other student study effort:	
	Project	42 Hrs.
	Class preparation & reading	42 Hrs.
	Total student study effort	126 Hrs.
Indicative Reading List and References	<p>Selected readings will be assigned that are relevant to subject content.</p> <p>Bauer, T., & Ap, J. (2004). Sustainable Tourism. In: Mottershead, T. (ed.) <i>Sustainable Development in Hong Kong</i>, Hong Kong University Press, 445-466.</p> <p>Dredge, D., & Jenkins, J. (2007). <i>Tourism Planning & Policy</i>. Singapore: John Wiley & Sons.</p> <p>Edgell, D.L., Allen, M., Smith, G., & Swanson, J. (2008). <i>Tourism Policy and Planning: Yesterday, Today & Tomorrow</i>. Oxford: Butterworth-Heinemann.</p> <p>Gartner, W. (1996). <i>Tourism Development: Principles, Processes & Policies</i>. NY: Van Nostrand Reinhold.</p> <p>Gunn, C. (2002). <i>Tourism Planning: Basics, Concepts, Cases</i> 4th ed. Routledge: NY</p> <p>Hall, M. (2008). <i>Tourism Planning: Policies, Processes and Relationships</i>, (2nd ed.). Pearson Education: Harlow, England.</p> <p>Honey, M. (1999). <i>Eco-tourism and Sustainable Development: Who Owns Paradise?</i> Island Press: Washington D.C.</p> <p>Inskeep, E. (1991). <i>Tourism Planning: An Integrated & Sustainable Approach</i>. John Wiley & Sons: NY.</p> <p>Murphy, P. (1985). <i>Tourism: A Community Approach</i>, NY: Methuen.</p> <p>Scheyvens, R. (2002). <i>Tourism for Development: Empowering Communities</i>. Harlow, UK: Prentice Hall.</p> <p>Hong Kong Tourism Board. (2000). <i>Environmental Sustainable Tourism Development Strategy for the Travel & Tourism Industry of Hong Kong</i> HKTb: HK.</p> <p>Other reading materials will be provided during lectures and tutorials, as well as</p>	

	on Blackboard.
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